

Message Text

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FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: COUNTRY COMMERCIAL PROGRAM, KOREA FOURTH QUARTER,
FY-76

REF: SEOUL 2667

1. ALL CAMPAIGN TARGETS MET DURING FOURTH QUARTER OF FY-76
CCP FOR KOREA, WITH FOLLOWING EXCEPTIONS:

ANNEX A - METALWORKING: ALL TARGETS WERE EXCEEDED; 135 SALES
LEADS DEVELOPED FAR EXCEEDED TARGET OF 20. THERE WERE 21
TRADE OPPORTUNITIES GENERATED WITH TARGET OF ONLY FOUR. AGENTS
FOR 26 AMERICAN COMPANIES WERE SELECTED UTILIZING THE EMBASSY'S
REPFIND SERVICE.

ANNEX B - PROCESS CONTROL INSTRUMENTATION: STAGED MULTICOMPANY
MAJOR EXHIBITION WITH TEN PARTICIPANTS REPRESENTING 18 US FIRMS.
THIS SHOW WAS MOUNTED WITH EXHIBITORS FROM TOKYO SHOW AND
CONFIRMS SPINOFF CONCEPT'S USEFULNESS BY INTRODUCING FIVE NEW
TO MARKET OR NEW TO EXPORT FIRMS. TWO FIRMS SIGNED AGENCY AGREE-
MENTS DURING QUARTER.

ANNEX C - ELECTRONIC COMPONENTS, PRODUCTION AND TEST EQUIPMENT:
NINE TRADE OPPORTUNITIES WERE GENERATED DURING THIS PERIOD EXCEED-
ING TARGET OF FIVE. PROCUREMENT FOR MAJOR EXHIBITION WITH NINE
PARTICIPANTS REPRESENTING 27 US FIRMS WAS COMPLETED. AIRGRAM
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REPORT ON LICENSING INVESTMENT OPPORTUNITIES ARISING FROM ROKG

ELECTRONICS EXPANSION PROJECT COMPLETED (SEE SEOUL A-91, JUNE 21, 1976) BUSINESS INFORMATION CENTER PLANNED FOR FINE INSTRUMENTS CENTER SHOW IN OCTOBER.

ANNEX D - BUSINESS EQUIPMENT: RESEARCH UPDATE TO BE INCLUDED IN GLOBAL MARKET STUDIES CONTRATED BY USDOC. TWO BSPS WERE MOUNTED DEVELOPING 52 SALES LEADS AND TWO TRADE OPPORTUNITIES WERE DEVELOPED.

ANNEX E - LABORATORY INSTRUMENTS: POST IS PREPARING MARKET RESEARCH ON MEDICAL EQUIPMENT (SEE ANNEX H). OTHER EQUIPMENT TO BE INCLUDED IN GLOBAL MARKET SURVEY. LVERNITRON SHOW DEVELOPED SEVEN LEADS. NINE TRADE OPPORTUNITIES WERE OBTAINED.

ANNEX F - PRINTING AND GRAPHIC ARTS: RECRUITMENT FOR BSP'S BEGUN AS SUBSTITUTE FOR MARKET BRIEF IN EFFORT TO REVIVE THIS CAMPAIGN.

ANNEX G - MAJOR PROJECTS: SIX NEW EARLY WORKINGS WITH POTENTIAL SALES OF \$231 MILLION WWERE SUBMITTED. EIGHT UPDATES SUBMITTED. FOR FY TO DATE, 29 NEW EARLY WARNING REPORTS WERE TRANSMITTED VERSUS SIXTEEN TARGETTED. PARTICULAR EFFORTS HAVE BEEN MADE TO INCLUDE U.S. CONSULTANTS ON SHORTS LISTS. FOR MAJOR PROJECTS, WITH SUCCESSES OF THE COAL MINING PROJECT, THE INTEGRATED WATER SUPPLY PROJECT, AN OIL REFINERY, AND AN INTEGRATED INDUSTRIAL MACHINERY COMPLEX PROJECT.

3. ACTION REQUEST: POST NEEDS URGENTLY PRINTED COPIES OF OBR "MARKETING IN KOREA": UPDATE MATERIAL SUBMITTED BY SEOUL A-017, 2/25/76.

4. FOURTH QUARTER FACILITY UTILIZATION WAS HIGHER THAN THIRD QUARTER WITH 15 EVENTS INCLUDING THE PROCESS CONTROL SHOW, THE MOST SUCCESSFUL EVENT IN THE TWO YEAR HISTORY OF THE TPC. FOR FISCAL YEAR TO DATE, SEOUL TRADE CENTER MOUNTED 62 EVENTS WITH 269 US FIRMS RESULTING IN 12,952 VISITORS, GENERATING 5,799 TRADE LEADS, \$1,640,043 IN IMMEDIATE SALES, AND \$31,200,0P IN PROJECTED SALES.

5. ADDITIONAL FEEDBACK FROM THE WCAG CAN AID IN DEVELOPING UNCLASSIFIED

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POTENTIAL PROJECTS AND FULLY UTILIZING RESOURCES BOTH AT POST AND IN WASHINGTON. WE REITERATE OUR RECOMMENDATION EA/EX TO BE INCLUDED ON WCAG.
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